

Potential Ways to Communicate More Effectively With, and Increase Civic Engagement by, Sunnyvale's Multicultural Communities

(not in priority order)

1. Provide training for community members in how City government works and how to effectively influence pending government decisions
2. Regularly distribute important City information to community organizations with culturally diverse membership
3. Increase awareness and sensitivity among City employees for the need to do special outreach to non-English-speaking populations
4. Make full use of ethnic media in the Bay Area including:
 - Where feasible and appropriate, language of news releases should be as inclusive as possible. For example, "The City of Sunnyvale seeks candidates for vacancies on the XXX Board. The City desires to increase the cultural diversity of the Board, and welcomes candidates from all cultural groups."
 - As opportunities arise, develop news releases about events or activities of particular interest to underrepresented cultural groups. An example would be a release about this task force's work, and the Council's pending direction.
5. Provide translators at City meetings and special events
6. Provide translation service for key public contact points in City Hall, accompanied by desktop signs in multiple languages stating that it is available
7. Include message of translation availability of information on flyers and brochures, and ask individuals to call or check Web site
8. Create page of cultural events in multiple languages on Web site
9. Translate key Web pages into other languages
10. Translate key phrases of City documents into languages other than English
11. Translate Web site into other languages
12. Reproduce City documents in languages other than English
13. Develop relationships with leaders of diverse ethnic and cultural organizations within the City and/or representing Sunnyvale residents
14. Create a multicultural business round table

15. Ensure that City employment recruitment outreach includes multicultural communities
16. Create a board or commission focused on multicultural outreach
17. Provide ongoing Council recognition of importance of multicultural outreach and programs
18. Provide the annual resident satisfaction surveys in languages other than English
19. Develop and implement cultural diversity training throughout the City organization
20. Sponsor or partner with other community agencies to sponsor a diversity youth forum
21. Cosponsor with appropriate community organizations town hall meetings or community dialogue forums on diversity-related issues
22. Include questions about the community's comfort level with diversity on community and employee surveys
23. Facilitate or cosponsor community-wide multicultural celebrations (e.g., community-wide international festival)
24. Advertise community cultural events on KSUN
25. Provide small events, cultural programs or recognition of holidays that educate the community about other cultures and religions
26. Develop and distribute a cultural resource guide, perhaps available on the City's Web page
27. Provide new resident packets in languages other than English
28. Develop an annual City diversity award to recognize a community member who has furthered the goals of diversity in Sunnyvale
29. Provide City support for neighborhood associations that encourage neighborhood events and neighborhood problem solving
30. Provide user-friendly instructions for planning and implementing block parties
31. Incorporate cultural song and dance from various cultures into City events
32. Ask for assistance from multicultural business owners to aid in outreach
33. Create informational DVD of City process and functions.

34. Upcoming Council events on web site (2 pages), multiple languages
35. Multicultural images (photos, graphics) on print materials
36. Conduct resident satisfaction surveys in languages other than English to identify quality of life and needs within the community
37. Have Council interact with residents in local neighborhoods
38. Organize town-hall meetings in which Council explains what they're doing
39. Post upcoming Council events on Web site in multiple languages
40. Promote intercultural community "connectedness" through sports or festivals
41. Involve the community more, focusing on all languages and cultures
42. The City should facilitate cross cultural connections and dialogues
43. Facilitate interaction both between the City and the community; and among different cultural groups within the community
44. Identify multicultural gathering spots to optimize publicity efforts
45. Provide information in multiple languages (i.e., utility bills, *The Sun*, *Quarterly Report*)
46. Advertise upcoming Council events on web site in multiple languages
47. Sell advertising space on print materials to subsidize costs
48. Survey business community's concerns, issues, and potential solutions
49. Sell advertising on KSUN to Sunnyvale businesses
(Generate revenue from ad sales *and* sales tax; develop pride in City's merchants)
50. Schedule a series of focus groups to gain information and understanding about behavior and attitude patterns and cultural barriers to communications.
51. Provide a multicultural booth at the Art & Wine Festival / Library Week.
52. Sponsor ongoing cultural events dedicated to one particular ethnic/cultural group.
53. Provide park buildings for cultural/religious celebrations and to showcase community groups
54. Create a Web or video tutorial of City services/operations and make available at the library.